

CHARGE NUMBER: 2100  
PROJECT TITLE: New Products  
PROJECT LEADER: W. G. Houck, Jr.  
PERIOD COVERED: February, 1983

I. NEW PRODUCTS

A. Raffles/Players [Project Bingo] (L. Brown)

Objective:

To develop a freestanding 85/100 mm menthol product in the 12-13 mg and 14-15 mg tar range, respectively.

Status:

Test market production initiated. Possible taste differences contributed by the box pack are under investigation. HTI testing the Marlboro with B&H aftercut vs. special menthol flavor and POL testing of B&H aftercut vs. tobacco flavor in progress. HTI pack age and pack type (Westvaco vs. Tako) tests requested. POL testing requested for identified vs. unidentified packaging and cigarettes. In-house filter flavor, blend modifications, plasticizer type, and RTD studies are in progress.

Plans:

Complete HTI/POL testing	April/May, 1983
Complete flavor investigation of box	Continuous

B. Project Othello [Rothmans/P.M. Lights] (L. Brown)

Objective:

To develop a low-delivery product (11 mg 85/13 mg 100) with strong appeal to full-flavor smokers.

Status:

Completing in-house subjective evaluations

Plans:

Complete in-house subjective evaluations	March, 1983
Initiate national testing	April, 1983

C. Project DATA (R. Newsome)

Objective:

To develop an adjustable tar cigarette product.

Status:

Made initial models with higher tar range. Made models with new graphics. Planning additional focus group testing. Modified design to reduce air leakage.

Plans:

Install development module (Max S, Mark 9, laser and tray filler)	March/April, 1983
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February, 1983

Refine designs

Continuous

Outside consumer testing

April/May, 1983

D. Project Zenith [P.M. Ovals]Objective:

To develop a free-standing filtered oval product (12 mg 85/  
14 mg 100).

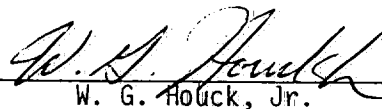
Status:

Completed initial in-house discriminative and pack hand-out  
testing.

Plans:

Test market

2nd Qtr., 1983

  
W. G. Houck, Jr.

WGH/lad

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